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ТУРИЗМЪТ И ГЛОБАЛНИТЕ КРИЗИ

**TOURISM AND THE GLOBAL CRISES
ТУРИЗМ И ГЛОБАЛНЫЕ КРИЗИСЫ
TURISMO Y CRISIS GLOBALES**

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СБОРНИК ДОКЛАДИ ОТ МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ,
ОРГАНИЗИРАНА ОТ КАТЕДРА „ТУРИЗМ“ НА СТОПАНСКИЯ ФАКУЛТЕТ НА
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TOURISM IN REEFS ENVIRONMENTS IN JOÃO PESSOA-PB / BRAZIL AND THE IMPACTS OF PANDEMIA

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***Abstract:** Tourism causes impacts on the destination, especially when it is carried out in nature, for this reason the sustainability theme has been widely discussed. Every tourist activity needs to be planned so that the environment is sustained for future generations. However, the world has suffered from another crisis, the Covid-19 pandemic has brought several health problems affecting tourism. Due to the need for isolation and prohibition of agglomerations, trips had to be rescheduled and many others were canceled, causing an impact on tourist activity. In order to face the crisis, nature tourism has been a gamble, so the objective of this work was to analyze tourism in the reef environments in the city of João Pessoa-PB as an option in the post-pandemic of Covid-19. The research was bibliographic and documentary, of a quantitative nature, qualitative and descriptive, visits and on-site observation were carried out. The main points analyzed were: companies operating in the region, tourist flow, environmental impacts and security protocols against Covid-19. It was found that tourists do not maintain a safe distance according to the recommendations and that the vessels are operating with the maximum passenger capacity and that the use of masks by tourists is low. However, the prospects for activity after the pandemic are promising.*

Key words: Tourism; Ecotourism; Coral reefs; Pandemic; Covid-19

INTRODUCTION

In tourism, environmental sustainability is widely understood, for garantgo the preservation of natural resources, cultural and the integrity of the locality visited. It is necessary that the actions of environmental sustainability are carried out, presenting significant results both to the environmenthow much to society (Ministério do turismo, 2016). Many aquatic environmentsare fragile, but constitute tourist attractions and end up attracting many people, for this reason, they demand special attention with regard to environmental sustainability.

The Covid-19 pandemic caused several problems for the world economy, mainly for tourism. Due to the need for isolation, the ban on agglomerations, the trips had to be rescheduled or canceled, causing a strong impact on the tourist activity and in the sectors that compose it directly or indirectly, such as hotels, inns, restaurants, bars and tourist attractions. With the recovery of activity and concern for health, the population seeks alternatives to travel, avoiding mass tourism and seeking more contact with nature. Thus, the objective of this work was to

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analyze tourism in reef environments in the city of João Pessoa-PB as an option in the post-pandemic of Covid-19.

REFERENTIAL THEORETICAL

At the end of 2019 the Chinese population began to suffer from a new virus, which was called Covid-19, soon the virus spread across the world quickly becoming a pandemic. Faced with the health crisis that the world was going through, determining social isolation proved to be the only measure to try to contain the spread of the virus and prevent deaths. This has had a strong impact on the world economy, mainly in tourism and in related sectors in tourism. In this context, the loss in tourism in 2020 reached R\$ 261 billion (Neder, 2021).

With the resumption of tourist activities and the international market still weakened, domestic tourism has been a choice. Sebrae (2020) considers that the tourist will look for destinations in the open air, which involves nature and can be done with the family. In this sense, ecotourism presents itself as an option, as these activities usually occur in isolated locations, avoiding agglomerations (Pisa Trekking, 2020). Thus, investing in localities with the potential to practice these types of tourism becomes a necessity for the recovery of the sector and to contribute to the local economy.

Tourism can favor the development of coastal areas, attracting investors, providing jobs and opening up spaces for environmental education. However, when growth is rampant and without planning, tourism, due to its equipment and the ways that it is used, becomes one of those responsible for the negative impacts caused to the environment and for that reason it can be considered “depredator” (Ramos, 2004 p.73).

Giroto (2004, p.2) states that all "tourism planning must be directed in an environmentalist manner, ensuring that society guarantees its survival without exceeding the capacity of its environment", thus enabling the sustainability of the environment and the tourist activity. According to Medeiros & Moraes (2013), for sustainable tourism development to occur, it is necessary to use resources sustainably, reduce consumption and avoid waste, conserve diversity, to integrate tourism with planning and corroborating with the local economy. It is important, by encouraging tourism in the natural environment as an alternative to overcome the Covid-19 crisis, to reinforce the need for care for the degradation of the natural environment.

In addition to the concern about the impacts caused by tourist activity on the environment, the advent of the new coronavirus pandemic added concern about the spread of the virus and, now, tourism activity needs to be planned to take care of nature and protect

tourists. With this in mind, the Brazilian Association of Ecotourism and Adventure Tourism Companies (ABETA) organized the Manual of Good Sanitary Practices in Nature Tourism where it presents health information for companies in the nature tourism segment, in order to guide them on the security in the exercise of its activities (Abeta, 2020).

Reef areas in João Pessoa / PB

The city of João Pessoa is the capital of the state of Paraíba located in the northeastern region of Brazil. Founded by the Portuguese on the banks of the Sanhauá River in 1585, it developed and expanded, years later, towards the coast. The municipality of João Pessoa has a coastal strip with 10 beaches over 24 kilometers in length (Reis, 2008). And this is one of the characteristics of the city that attracts many visitors who want to enjoy sun and sea tourism. In addition to the beaches, João Pessoa has an extensive coral reef that forms natural pools and, therefore, are popular tourist spots.

Coral reefs can be understood from two points of view. The first in the geomorphological view characterized by being a rock structure resistant to marine impacts such as waves and currents, still in the biological view are constructions formed by communities of organisms called corals (Debeus & Crispim, 2008) and, in the second view, the reef environments, for being a habitat for a variety of beings, is considered one of the most biodiverse communities on the planet (Souza, 2016). In the city of João Pessoa / PB stand out two important reef formations, Picãozinho and Seixas.

Figure 01: Picãozinho Natural Pools



Source: *Férias Brasil, n/d*

Figure 02: Seixas Natural Pools



Source: *Prefeitura de João Pessoa/PB, n/d*

Picãozinho is located 1500m from the beach of Tambaú and has an area of 71 km², when the tide is below 0.6 it is possible to visit the natural pools and observe the variety of marine life present in the region (Debeus & Crispim, 2008). The Seixas reef is located in the south of João Pessoa, 700 meters from the coast, and the water depth can vary between 0.50The 1.50 meters in the shallowest areas and 3.0 The 6.0 meters in deeper areas, these levels depend on the tide (Melo et al., 2006).

METHODOLOGY

The research was bibliographic and documentary, developed from materials such as books, scientific articles and documents prepared by government agencies (Gil, 2008). It is a research with analytics qualitatives and qualitative, since it takes as analysis tools belonging to both approaches. Qualitative research is the most subjective research without using numerical data, whereas quantitative research deals with facts and the data can be quantified. However, both have positive and negative points, but with the union they complement each other allowing a broader approach to the problem (Silveira & Cordova, 2009).

The data collected isto the descriptive, what according to Gil (2008), this method tends to describe the characteristics of the population or the phenomena studied, using standardized data collection techniques and considering the limitations imposed by the coronavirus crisis. Utinkleor up too the field study, which, according to Prodanov & Freitas (2013) is used in order to get information and knowledge about a specific problem, to which you are lookingupa response or a discovery of new phenomena or their relations with each other. In this context, were on-site visits and observation, which allowed data collection, quantity, flow of tourists and a privileged exchange and / or dialogue between the participants in the evaluation process.

DISCUSSIONS AND RESULTS

In the companies operating in the region, in the tourist flow, in the environmental impacts and in the security protocols against Covid-19, the points that involve the tourist activity in the natural pools were analyzed, aiming at a projection for the post-pandemic of Covid-19.

In the first point, it was noted that the companies that operated in the region of the Seixas and Picãozinho pools did not end their activities due to the restrictions on circulation, but remained in recess waiting for the release by the competent agency. It is also noteworthy that due to the demand for tours, two new operating companies have emerged.

The second point, the flow of people, was noticed that, at the beginning of the pandemic, there was a reduction in activities in the region of the pools, but soon after the release, the demand became more intense. The catamarans that take tourists to the pools are operating at the maximum capacity allowed by the port captaincy and, because of security, respecting the requirement that everyone be seated.

Regarding the environmental impacts caused by the pandemic, it was found that after the isolation measures imposed by the government, guaranteed by State Decree No. 40,135 of March 20, 2020, that the visual aspects of the Picãozinho corals improve, which areas of the trails that were hindered by people's walking, they have recovered, so it became clear that there is a need to decrease the circulation of people for the recovery and conservation of the ecosystem. With regard to the Seixas pools, the result was not the same, according to reports, while tourists are moving away from Picãozinho they are concentrating on Seixas, this being an area considered new for tourism and arousing interest in people to get to know this ecosystem. In this context, some negative impacts on the environment are being observed that can harm the marine life of this ecosystem, so studies are being carried out and protective measures are beginning to be implemented.

In the fourth point, the use of security measures against Covid-19 was analyzed. This is a complex issue, and the most worrying. It was found that tourists did not maintain a safe distance according to the recommendations, this is because the vessels were operating with the maximum passenger capacity, which makes distancing unfeasible. The use of a mask by tourists is low and when they are on catamaran boats they use the onboard services, food and drinks are offered and when they disembark in the pools, the use of masks is not feasible, but the distance should be observed.

Company employees use personal protective equipment as recommended, but there is always a time when they remove their masks for a moment, which reduces their effectiveness.

In view of what was observed, it was clear that the tourist flow in the pools was little affected by the pandemic, the decrease in visitors in Picãozinho may be related to the loss of interest from the public who are currently discovering the beauty of the Seixas pools, a destination that is still little known and little known visited.

The positive point was the reduction of the load on the pools of Picãozinho allowing the recovery of the destination and the negative point the increase of the visitation on the pools of Seixas, intensifying the threat of degradation of the place. In this context, there is an urgent need to plan tourism activities, further studies and guidance from the Environment Secretariat in the city of João Pessoa and the state of Paraíba.

The maintenance of the activity, even during the pandemic, projects a positive perspective for tourism in these locations in a post-pandemic phase, only new habits and care should be incorporated to protect the health of visitors and the environment.

FINAL CONSIDERATIONS

The pandemic affected the world economy and one of the most affected areas was tourism. Since the beginning of social isolation, experts suggest that after the resumption of activities, the best options would be ecotourism. The two points studied already had a good flow of visitors, but it was already possible to observe some degradation of the coral reefs. With the restrictive circulation measures and the drop in tourist activity, even for a short time, these environments had a time to start to recover, however the return of the practice of tourism potentiated by the end of the pandemic and restrictions on circulation can intensify degradation.

This study suggests the use of learning due to the pandemic, since the reduction of tourism activity has allowed the recovery of environments, so that permanent measures are adopted for the preservation of the environment and for the consequent sustainable exploitation of the activity over the years. To contain the crowds on catamarans, it is suggested to create specific safety protocols, such as the one created by Abeta, and it is important to have a more efficient inspection by the competent public bodies, in order to make sure that the guidelines are being complied with.

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